



# PUBLIC WORKS DEPARTMENT POLICIES AND PROCEDURES MANUAL

TITLE: MS4 Public Education Program

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## Purpose statement

The Crystal Public Works Department is committed to improving storm water management in the City of Crystal. These efforts focus on work related to rate control, water quality, and water quantity. One important component of storm water management in the City is public education. This policy outlines the public education component of the City's storm water management efforts.

## Policy application

This policy applies to storm water education activities developed or coordinated by the Crystal Department of Public Works.

## Responsible Person

The Director of Public Works is responsible for the overall MS4 Public Education Program.

## Target Audiences and Goals

Goal tracking and overall progress can be difficult to monitor and outcomes are based on decisions that individuals make for good housekeeping related to storm water management. That said, goals should still be identified for the key target audiences so that education efforts can be focused and educational themes coordinated.

- 1) Property owners – Property owners are generally responsible for activities that happen on their property. Education efforts for property owners will focus on responsibility for site management, good lawn care practices, proper disposal of unused materials, and overall site maintenance. To a large extent, these educational efforts will not focus on construction activities but more just general good house-keeping and reporting issues observed.
- 2) Residents – Residents are not necessarily always property owners. In most cases these could be renters. Education efforts for residents will focus on good lawn care practices, proper disposal of unused materials, and overall site maintenance. To a large extent, these educational efforts will not focus on construction activities but more just general good house-keeping and reporting issues observed.
- 3) Businesses – Similar to residents, businesses may not always be property owners and in many cases could be leasing the space. Education efforts for businesses will focus on good business practices, proper disposal of unused materials, and overall site

maintenance. To a large extent, these educational efforts will not focus on construction activities but more just general good house-keeping and reporting issues observed.

- 4) Contractors – Contractors are generally in the City at a specific location for a fixed period of time that may range from a few hours to months, or longer. Their potential impact related to storm water depends on the type of work they are doing. Education efforts for contractors will generally focus on best practices for site management, erosion control, inlet protection, proper disposal of unused materials, with an obvious focus on construction-related activities.
- 5) City staff – City staff are not only generally responsible for enforcing storm water compliance but they are also practicing it while working on City job sites and conducting normal maintenance activities. Education efforts for City staff will focus both on inspection and enforcement as well as best practices for site management related to normal maintenance operations and projects.
- 6) Developers – Developers potentially have very few ties to the City other than the approval process for a project. Storm water management efforts for developers will focus primarily on including best practices in the proposed developments and including storm water maintenance agreements where needed for long term storm water management features.
- 7) Local organizations – While local organizations are primarily made up of groups or individuals that would fall into the other classifications. Efforts to reach out to local groups, schools, civic organizations, and similar will be done as the opportunity presents. The content provided will vary based on the demographic of the presentation audience but is anticipated to be a combination of the groups previously listed.

#### Educational Activities and Schedule

While the goals of the storm water education efforts are to improve individual's decision making and housekeeping efforts to improve storm water management, the City will also monitor these efforts by keeping track of the various educational and other outreach efforts that are undertaken through various mediums. These educational mediums will include:

- 1) City newsletter articles
  - a. Bi-monthly newsletter may include a season-appropriate article
- 2) Local newspaper articles
  - a. When provided the opportunity, include storm water information as appropriate for the story
- 3) City social media
  - a. Periodically push out reminders, educational opportunities, and general tips/tricks
- 4) City website
  - a. Provide a resource page with links to other storm water management organizations, resources, and relevant topics
- 5) City watershed partnerships
  - a. Continue to support these efforts, beyond the normal watershed dues, where feasible
- 6) Other education partners
  - a. When opportunities become available for additional outreach/education, try to work to support these efforts
- 7) City procedures

- a. Work to develop internal policies and procedures to improve storm water management practices in-house
- 8) Other City educational flyers/handouts
  - a. Develop handouts for frequent questions or topics or potentially enforcement actions. These handouts can be a quick reference guide for those receiving them.

#### Educational Coordination

Educational coordination efforts between external groups will primarily be undertaken by the watersheds. The City will support these efforts, in addition to the annual watershed dues, by providing facilities for training, promoting training opportunities using City mediums, and providing staff for presentations when appropriate and feasible. The City will work with the watershed to provide documentation of these educational outreach and coordination efforts on an annual basis.

#### Annual Evaluation

The annual evaluation will occur in the spring of each year as part of the preparation of the annual MS4 permit submittal. This evaluation will look at the goals for each target audience and make adjustments for future years as appropriate.

#### Policy changes

The City has the right to change, modify, or deviate from this policy at any time if it is in the best interest of the City and in line with the overall purpose of this policy.